

Message Text

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PAGE 01 STOCKH 05983 281254Z

41

ACTION EUR-12

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INFO SECSTATE WASHDC 9031

UNCLAS STOCKHOLM 5983

E.O. 11652: N/A

TAGS: BTRA, SW

SUBJECT: COMMERCIAL INVITATION: US VISIT OF MISS VENDELA LAMM,
MISS MALOU ORNER, AND MR. CLAES DU RIETZ

1. WE HAVE ISSUED A COMMERCIAL INVITATION TO MISS VENDELA LAMM AND CLAES DU RIETZ OF THE SWEDISH MARKETING FEDERATION, LUDVIGSBERGSGATAN 20, S-117 26 STOCKHOLM, SWEDEN AND MISS MALOU ORNER OF LT:S FORLAGS AB, VASAGATAN 12, S-105 33 STOCKHOLM, SWEDEN. THE SWEDISH MARKETING FEDERATION PROMOTES MODERN MARKETING TECHNIQUES AND SUPPORTS MARKET RESEARCH. LT:S FORLAGS IS A PUBLISHING COMPANY.

2. LAMM, DU RIETZ AND ORNER ARE INTERESTED IN MEETING WITH US MARKETING CONSULTANTS AND MARKETING OFFICES OF US FIRMS WITH A VIEW TOWARDS APPLYING AMERICAN TECHNIQUES TO THE MARKETING OF US PRODUCTS IN SWEDEN. THEY WILL CONTACT THE DISTRICT OFFICES OF NEW YORK CITY, CHICAGO, IL, AND SAN FRANCISCO, CA. THE GROUP IS ESPECIALLY INTERESTED IN MEETING WITH REPRESENTATIVES OF THE FOLLOWING ORGANIZATIONS:

IN NEW YORK (SOME TIME DURING NOV. 26 AND THE MORNING OF DEC 1) WITH LEO BURNETT USA, 767 5TH AVE, AND WITH YOUNG AND RUBICAM INTERNATIONAL INC., 285 MADISON AVE;

IN CHICAGO (DEC 6, 7, OR 8) WITH INDUSTRIAL DYNAMICS CO. AND SEARS AND ROEBUCK AND CO. MARKETING DEPARTMENT;

IN SAN FRANCISCO (DEC. 14, 15, 16 OR 17) WITH SUNSET MAGAZINE, LANE MAGAZINE AND BOOK CO., WILLOW

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AND MIDDLEFIELD ROADS, MENLO PARK.

3. APPROPRIATE ASSISTANCE WOULD BE APPRECIATED.

4. MAILING ADDRESS: VENDELA LAMM, C/O DR. UNO LAMM,
365 MOSELY RD, HILLSBOROUGH CA 94010, TELEPHONE:
347-0150.
SMITH

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NNN

Message Attributes

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